

Annual Report



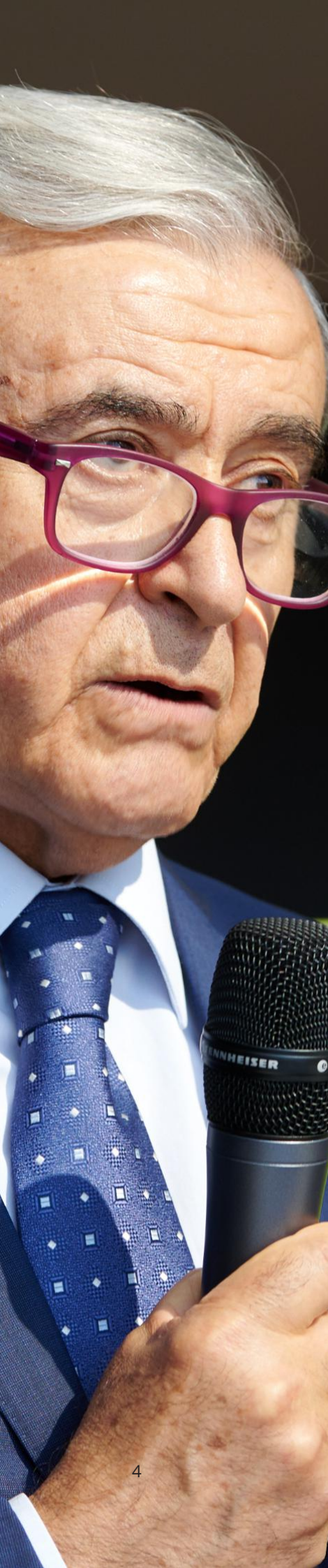
2022

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Introduction by EHPM Chair & Director General

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The past year 2022 has been a year of rebirth lived in the name of hope, after a difficult and complex period for everyone due to the COVID-19 pandemic. We hope that the pandemic will increasingly reduce its effects which still afflict some countries.

Unfortunately, another unexpected disastrous crisis – the war in Ukraine – is generating immense human suffering to the population of this country, as well as creating problems for the economy of several countries, notably the energy crisis that also affects our sector.

As far as we are concerned directly, in 2022 we were able to meet again in person and to continue our activity with more and more commitment and enthusiasm, with various initiatives well described in this Annual Report. Among these, I recall the important High-Level Event at the European Parliament on 14 June celebrating the 20 years of the Food Supplements Directive. This occasion allowed EHPM to underline the achievements of the Directive, but also the ongoing challenges faced by our sector that EHPM addresses with its concrete proposals.

In 2022, EHPM continued to affirm its role as the voice of the food supplement sector, by coordinating and leading the efforts of the sector to address the multiple regulatory challenges faced. This was possible thanks to the efforts and commitment of the Secretariat, well managed by our Director General, and to the precious cooperation and high-level skills of our Members, National Associations and Companies. Within the framework of the EHPM Working Groups and Task Forces, our Members have provided valuable and significant input in order to achieve these results.

Therefore, I would like to thank all those who contributed to the growth of EHPM during the last year, with their active engagement and dedication. Special thanks also to the other Members of the Board whose contributions were fundamental for achieving our objectives.

My hope is to have a great 2023 full of success for our sector. Let's make our dreams come true!

Antonino Santoro
EHPM Chair

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I can say that perception is the key word on which the food supplement sector needs to focus on. Perception of the role that supplements can play in the betterment of citizens' lives, by helping them reach optimal nutrition and prevent dietary related risk factors to certain diseases. Perception of the standards and the practices that the industry follows in the production, distribution and marketing of the products.

EHPM's role is to provide the comprehensive tools to promote the role and use of food supplements and disseminate industry best practices.

2022 has been a fruitful year full of EHPM activities, initiatives and publications, as well as a year during which we strengthened EHPM's position and strategic partnerships, such as our recent membership within Food Drink Europe. We have also consolidated our relationship with the EU Institutions, through a regular and transparent dialogue with DG SANTE, DG GROW and the European Parliament.

This was possible thanks to the support and precious contributions from our Members, to the dedicated work of the Secretariat, as well as the commitment of the EHPM Board, Working Groups and Task Forces.

We have a challenging year ahead, but at the same time a lot of opportunities to highlight the role, the value and the strength of the food supplement sector in the EU.

Livia Menichetti
EHPM Director General



About us



OUR MISSION

EHPM represents the food supplement sector in Europe. We aim at improving the European regulatory framework for food supplements manufacturers, distributors and suppliers in Europe. To this end, we proactively develop concrete proposals, guidelines and tools, in the framework of our technical Working Groups and Task Forces, thanks to the precious contributions of experts from the sector.

WHO WE ARE

The European Federation of Associations of Health Product Manufacturers (EHPM) was created in 1975 and, since then, EHPM has been the voice of the food supplement sector in Europe. With its 14 National Associations and 11 Member Companies, EHPM represents approximately 1,600 health product manufacturers and distributors, the majority of whom are small and medium-sized enterprises (SMEs), in 17 European countries.

EHPM establishes and promotes industry best practices for product quality, safety and efficacy, with the objective of providing consumers with safe, science-based, high-quality food supplements for a healthy, sustainable and innovative Europe. We also guarantee access to accurate and helpful information in order to educate the consumers about the nutritional value and use of the products placed on the market.

OUR CORE VALUES

- The food supplement sector deserves a fair and legitimate place in the EU regulatory framework.
- Our sector can play a crucial role in the European Commission's Farm to Fork Strategy, by addressing the micronutrients deficiencies in Europe and by decreasing the healthcare costs through the reduction of the risk factors of certain major diseases.
- We signed the European Code of Conduct on Responsible Food Business and Marketing Practices, as we believe that our sector can play an important role for a healthier and more sustainable Europe.
- We believe in a transparent and proactive dialogue with the European and National Institutions, as well as other EU stakeholders.
- Food supplements are high-quality and safe products, which respond to high-level standards from the beginning of the production to the post-market stage.
- Legislation must allow products to be accompanied by appropriate, consistent labelling information to support European consumers in making informed choices.
- A fair competition between Member States and a full and smooth operation of the internal market should be guaranteed.
- Food supplements manufacturers should be able to respond to developments in nutrition science. Innovation must be encouraged to provide consumers with safe food supplements which meet their varied needs.

EHPM NETWORK

Since 2022, EHPM has been a member of Food Drink Europe (FDE), the biggest European association representing the food and drink sector. FDE incorporates 78 Members based in Europe, among which food and drink companies and National federations, as well as specific sectoral associations. We believe that uniting our forces is very important to address the ongoing challenges faced by the food supplement sector.

Besides, in order to have a global overview of our sector, EHPM has also been for several years a member of IADSA, the International Alliance of Dietary/Food Supplements Associations. EHPM also cooperates actively with our Member Associations and Companies, European and National Institutions, relevant trade and consumers' associations, leading scientists and academic experts, and other international contacts.



EHPM Structure

THE EHPM BOARD

The EHPM Board is composed of nine Members from the National Member Associations, with Antonino Santoro as EHPM Chair since February 2021.

Board Members are nominated during the EHPM General Assembly for a period of two years, by a majority vote.

In 2023, a new Board and a new Chair will be elected during the General Assembly in February.



Antonino Santoro
The Chair



Michel Horn
Vice Chair



Martin Last
Vice Chair



Nicolas Cappelaere
Vice Chair



Magdalini Selanikli
Vice Chair



Bolke Koster
Treasurer



Harald Dittmar
Board member



Jonathan Griffith
Board member



Bartosz Demianiuk
Board member



From left to right: Antoine Delers, Livia Menichetti, Cataldo Enrico Rizzo.

THE EHPM SECRETARIAT

The EHPM Secretariat is based in Brussels and is composed of three dynamic collaborators:


- **Livia Menichetti**,
Director General
- **Cataldo Enrico Rizzo**,
Policy Officer
- **Antoine Delers**,
Executive &
Communications Officer

EHPM NEW OFFICE

In November 2022, the EHPM office moved from Brussels City Centre to the European Quarter, in order to allow better access to the European Institutions for the Secretariat and EHPM Members.

The new office is located at Tribes Brussels Avenue Marnix (17 Avenue Marnix, 1000 Brussels), which is at a 5-minute walking distance from the European Parliament and easily accessible by train, metro and bus.





EHPM's 2022 Main Achievements *in a Nutshell*

1

We organised a **successful High-Level Event “Celebrating 20 Years of the Food Supplements Directive”** in the European Parliament, with a hundred participants and featuring MEPs, former DG SANTE's head of unit, National Authorities, consumers' association, the industry and other EU stakeholders.

We finalised **5 major publications:**

- EHPM Annual Report 2021
- EHPM Impact Assessment on 20 years of the Food Supplements Directive
- EHPM Quality Guide (3rd edition)
- Companies' Alliance for a Vigilance System for Food Supplements containing Red Yeast Rice – EHPM Pilot Project
- EHPM Probiotics Guidelines

2

3

We strengthened our engagement with the **EU Institutions** (European Commission and Parliament) on several crucial dossiers relevant to the food supplement industry.

4

We consolidated our ties with EU Stakeholders to establish sectoral and cross-sectoral alliances. We are now member of **Food Drink Europe**, the biggest food and drink association at EU level.

5

We successfully lobbied on crucial Article 8 dossiers, among others avoiding the total ban of red yeast rice. We have also launched a proactive **Vigilance Pilot Project on Red Yeast Rice** to collect data in the context of the scrutiny period on this substance.

7

We issued a number of statements and contributions on various important dossiers, as well as joint letters with other EU stakeholders.

6

We created a **new Task Force on Novel Foods** to address the novel food issues faced by the food supplement sector and develop creative solutions.

2022 EHPM Events

In 2022, EHPM was glad to organise **two physical events in Brussels**: the first time since the beginning of the pandemic! On these occasions, participants from our Member Associations & Companies and EU stakeholders had the opportunity to hear insightful presentations and round-table discussions. They could also interact with representatives from the European Institutions, National Authorities, consumers' association and the food supplement industry, as well as academic, regulatory and legal experts. In addition to this, EHPM also organised an online workshop for its Members and an online General Assembly.

EHPM GENERAL ASSEMBLY 2022

22 February

For the second year in a row, the EHPM Annual General Assembly was organised online due to the COVID-19 pandemic. During the event, Director General Livia Menichetti launched the EHPM Annual Report 2021 and presented the public affairs strategy for 2022. Activity reports from the EHPM Working Groups (WG) were also given by their respective chairs and vice-chairs.

In the afternoon, EHPM held a virtual cocktail during which new Member companies had the possibility to introduce themselves. Participants could also learn about best practices from some Member Associations.

The next General Assembly will be held in Brussels on 22 February 2023.



February 2022

EHPM TRAINING FOR MEMBERS ON MAXIMUM LEVELS PROPOSAL

21 March

EHPM provided an online training for its Members on the **EHPM Proposal for Maximum and Minimum Levels for Vitamins and Minerals**, published in December 2021. Moderated by EHPM Vice-Chair Martin Last and Director General Livia Menichetti, the training was provided by Dr Michele Sadler, scientific and regulatory expert in Nutrition and Biochemistry, who provided a valuable contribution to the update of our Proposal. During the event, EHPM Vice-Chair Magdalini Selanikli also provided an interesting best practice example on how the Greek Association, SESDI, disseminated the Proposal to its National Authorities.

The objective of this workshop was to present the EHPM Model and the dissemination tool kit and help our Members in their presentation of the Proposal to their respective National Authorities. Since its publication, the EHPM Proposal has been presented to five National Authorities (Belgium, Greece, Ireland, Netherlands and Portugal), as well as to the European Commission. Special thanks go to Dr Sadler for her support in the dissemination of the EHPM Proposal.



In 2023, we will continue disseminating our Model among National and European Authorities and we aim to actively participate in the future negotiations on setting maximum levels of vitamins & minerals at EU level.

March 2022

EHPM 2022 MEMBERS MEETING

14 June

EHPM organised its 2022 Members Meeting in the Renaissance Hotel in Brussels: the first meeting organised since the last edition in Athens in 2019. The event allowed Members to gather again in live presence after two years of pandemic. **Around 50 attendees** were present and it was great to meet again together and have fruitful exchanges!

The Members Meeting was opened by EHPM Chair Antonino Santoro and then moderated by Director General Livia Menichetti, who presented the EHPM activity report and industry challenges.

The event featured three guest speakers from the **European Commission's DG GROW** and from **Nutraveris**:

- Mr **Konstantinos Dimitriadis** (DG GROW – Legal Officer – Mutual Recognition) and Ms **Evgenia Kokolia** (DG GROW – SOLVIT Team Member) provided EHPM Members with an insightful presentation on the “Main elements of the Mutual Recognition Regulation and the SOLVIT procedure”. EHPM Members were able to have a fruitful exchange with the EC officials, who provided all the answers to their questions.
- Dr **Jérôme Le Bloch** from Nutraveris gave an interesting presentation on one of the leading topics for the food supplement sector: “Novel foods and how to define the status of ingredients and how to obtain an authorisation for novel food ingredients”.

As in every Members Meeting, EHPM Members had the possibility to present updates on the economic and regulatory situation in their respective countries, as well as best practices, special projects or initiatives.

The Members Meeting was followed by the EHPM High-Level Event celebrating the 20th anniversary of the Food Supplements Directive in the European Parliament.



Ms Kokolia and Mr Dimitriadis giving a presentation on Mutual Recognition.

June 2022

EHPM HIGH-LEVEL EVENT “CELEBRATING 20 YEARS OF THE FOOD SUPPLEMENTS DIRECTIVE”

14 June

2022 marked the 20th anniversary of the Food Supplements Directive, the cornerstone of the European regulatory framework for food supplements in Europe. To celebrate the accomplishments of this game-changing directive and discuss the future of the sector, EHPM organised a High-Level Event “**Celebrating 20 years of the Food Supplements Directive**” in the European Parliament, in collaboration with the Parliament Magazine. The event was opened by **MEPs Pascal Arimont, Simona Bonafè, Alessandra Moretti**.



EHPM Chair and MEPs Arimont, Moretti and Bonafè.

This was the first physical public event of the EHPM since the COVID-19 pandemic outbreak. The 2022 High-Level Event was successful and **gathered around 100 attendees**, who could enjoy the insightful interventions of our speakers, as well as the exceptional view and sunny weather from under the glass dome of the Parliament. It allowed EU institutions, National Authorities, consumers and the industry to sit around the table and engage in fruitful discussions on the achievements of the Directive, as well as on the ongoing challenges and the future of the food supplement sector.

During the event, EHPM Director General launched the **EHPM Impact Assessment “20 years of the Food Supplements Directive”**, which recognises the achievements of the directive and ongoing challenges for the food supplement sector, as well as outlining EHPM’s proactive approach to address these challenges.





Two panel discussions were organised, moderated by Amalie Mersh, EURACTIV journalist:

1. 20 years of the Food Supplements Directive achievements & ongoing challenges, with the following panellists:

- **Basil Mathioudakis**, former Head of the food legislation unit of the European Commission's DG SANTE, who gave a keynote speech on the Directive for which he was instrumental in its elaboration at the time;
- **Magdalini Selanikli**, EHPM Vice-Chair from Greek Member SEDSI;
- **Michel Horn**, EHPM Vice-Chair from Belgian Member BE-SUP.

2. Botanicals food supplements: opportunities & challenges, with the following panellists:

- **Dr Valeria di Giorgi**, representative from the Italian Authorities;
- **Dr Tatiana Onisei**, representative from the Romanian Authorities;
- **Federica Dolce**, Policy Officer from Consumers' Association Safe Food Advocacy Europe (SAFE);
- **Jonathan Griffith**, EHPM Board Member and Chair of Botanicals Working Group, from Irish Member IHTA.



From left to right: Mr Santoro, Mr Mathioudakis, Ms Menichetti, Ms Dolce, Mr Griffith, Dr Onisei, Mr Horn and Ms Selanikli.

The panel discussions were followed by a celebratory networking cocktail.



EHPM FIRST PHYSICAL BOARD MEETING

21 September

In 2022, all the meetings of the Board, Working Groups and Task Forces continued to be held online, with the exception of one Board meeting. In fact, the EHPM Board was glad to gather again together in September, at its first physical Board meeting since the COVID-19 pandemic. The meeting was organised in Brussels and this was an excellent opportunity to view the new office of EHPM, as well as discussing a lot of interesting projects and publications in the pipeline.



September 2022

EHPM participations to events & conferences

29 March

Synadiet General Assembly,
in Paris (participation as speaker)



DG Livia Menichetti outlining EHPM's lobbying actions at EU level

6 April

Online Synadiet Formation
(participation as speaker)

26 April

Online BE-SUP Happy Hour
(participation as speaker)

11 May

Vitafoods 2022,
in Geneva



From left to right: Mr Cappelaere, Ms Selanikli, Ms Menichetti, Mr Santoro and Mr Demianiuk at Vitafoods.

16 June

Online Food Supplements Forum by PEC Pharma
(participation as speaker)

21—24 June

EFSA ONE Conference. Ms Menichetti attended the opening ceremony in person and the EHPM team followed several sessions online over the next days

22 September

BE-SUP After Summer Meeting,
in Brussels



BE-SUP After Summer Meeting at Autoworld, in Brussels.

19 October

Online meeting of the
Advisory Group on Sustainability of Food Systems

9—10 November

Hybrid **EFSA Stakeholder Forum**



From left to right: Mr Rizzo, Ms Vercammen, Ms Menichetti, Ms Vansteenwinckel and Mr Delers at BE-SUP After Summer Meeting.

29 November

Online meeting of the **EU Code of Conduct on Responsible Food Business and Marketing Practices**

2022 EHPM Publications



EHPM ANNUAL REPORT 2021

During the EHPM General Assembly held on 22 February 2022, Director General Livia Menichetti launched the **EHPM Annual Report 2021**. This publication includes a complete overview of EHPM 2021 activities and achievements. It also outlines the EHPM public affairs strategy and priorities for 2022. This is the second annual report published by the Secretariat.



EHPM IMPACT ASSESSMENT ON 20 YEARS OF THE FOOD SUPPLEMENTS DIRECTIVE

2022 marked the 20th Anniversary of Directive 2002/46/EC of the European Parliament and of the Council of 10 June 2002 on the approximation of the laws of the Member States relating to food supplements, the so-called “**Food Supplements Directive**”. This game-changing directive laid the foundation and is the cornerstone of the current regulatory framework for food supplements in Europe and was possible also thanks to a frank dialogue between authorities, institutions, experts from the sector and European stakeholders including EHPM.

20 years after its adoption, EHPM launched its **impact assessment “20 Years of the Food Supplements Directive: Major Achievements and the Way Forward”**, during its high-level celebratory event held in the European Parliament on 14 June 2022.

In our publication, we recognised the achievements of the Directive, which defined food supplements, set safety rules for vitamins and minerals and other ingredients with a nutritional and physiological effect in the European Union and regulated several aspects of the products’ lawful circulation. The Directive contributed to providing consumers with detailed

information through labelling and allowing a better control of the sector and high quality of the products on the market. It also recognised the role of food supplements in supporting consumers' nutrition and health.

We also outlined the EHPM proactive approach to address the remaining challenges for the food supplement sector, among others regarding the assessment of botanicals health claims, the use of the term probiotics and the establishment of maximum levels for vitamins and minerals.



EHPM QUALITY GUIDE (3RD EDITION)

One of our core values is that quality and safety are closely interlinked and should be present from the product concept to the post-market stage. When developing, producing and marketing a food supplement, FBOs must comply with the general requirements in terms of quality, safety, composition, manufacture and control, as covered by harmonised EU legislation. Food supplements must therefore be safe to use and truthful regarding the benefits they claim to deliver.

In 2007, technical experts from the European food supplement industry within EHPM technical Working Groups developed the first ever pan-European **Quality Guide for food supplements**. EHPM later published the second edition of its Quality Guide in December 2014 and the third edition in October 2022, in order to take into account developments in manufacturing processes and latest best practices. Special thanks go to Ms Viner (Vice-Chair of the Working Groups) for her active role in the redaction of the third version, as well as to the other Working Groups Members for their precious contributions.

This publication was designed to steer companies through the various quality and safety control processes that are needed to ensure the manufacture of safe and consistent food supplements – from “Farm to Fork”. The overall objective of the EHPM Quality Guide is to help food business operators to comply with the EU legislation and other requirements applicable to their products in terms of quality and safety, as well as to ensure production of high-quality and safe products.

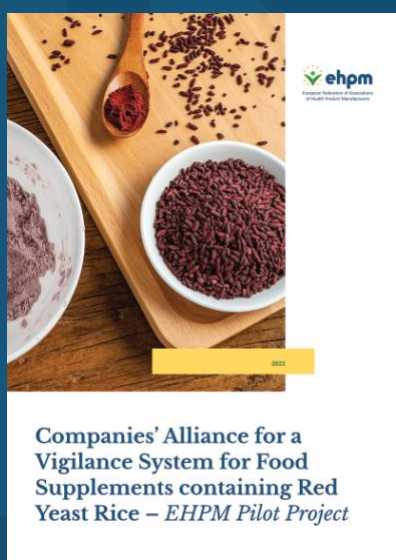
The Guide covers all aspects of production across the EU from product concept to manufacturing, quality control, packaging, distribution and storage, including the incorporation of national best practices from several EU Member States concerning botanical preparations. It details both the legal and recommended production requirements from raw materials to finished products, in order to help maintain the safe and consistent production of supplements.

In particular, this 3rd edition updates the overall quality requirements for food supplements and, importantly, incorporates a greatly enhanced section on the production of botanical food supplements, which have a rich history of use in Europe. A new “EHPM Botanical Suppliers’

Questionnaire” also accompanies this section – a checklist of the essential data that food supplement businesses require in the processing of botanicals and botanical preparations, including the information required from botanicals suppliers and across the supply chain. This new edition also comprises updated information on EU and, where applicable, national regulatory requirements for ingredients, labelling, and placing products on the market – and the role of mutual recognition.

Implementing the EHPM Quality Guide is therefore the best way for food supplements operators to ensure both the safety and the satisfaction of the growing number of European citizens who use food supplements regularly.

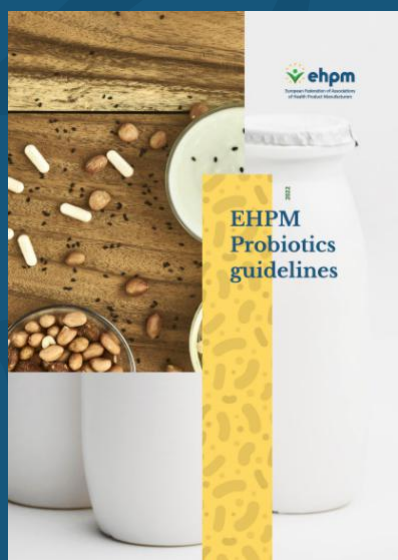
The new version of the Guide will be presented to the European Commission and officially launched during an EHPM Conference in Brussels in 2023.



EHPM PILOT PROJECT ON RED YEAST RICE

In the last quarter of 2022, EHPM launched its **Companies' Alliance for a Vigilance System for Food Supplements containing Red Yeast Rice**. The final document will be published soon. This initiative is a pilot project for the implementation of a vigilance system to be applied to food supplements containing red yeast rice with the objective of collecting data in the framework of the scrutiny period, foreseen by Regulation (EU) 2022/860 of 1 June 2022 amending Annex III to Regulation (EC) No 1925/2006 of the European Parliament and of the Council as regards monacolins from red yeast rice. The scrutiny period started on 22 June 2022, providing companies with a 24-month period to prove the safety of food supplements containing red yeast rice.

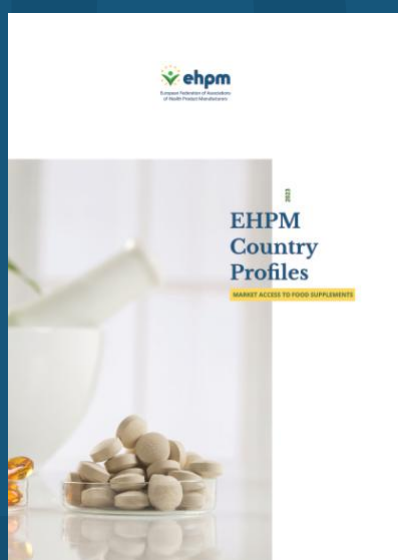
So far, 12 companies from Belgium, Italy and the Netherlands have joined the Alliance. A launch meeting was organised on 23 November 2022 with the Members of the Alliance, which will play an active role in this project and the data collection on red yeast rice. The ultimate objectives of this project are to submit data by the end of the scrutiny period, in order to prove the safety of food supplements containing monacolins from red yeast rice and avoid potential further restrictions. The project also aims to show to European and National Authorities that the industry is mindful of the products placed on the EU market and willing to implement a post-market surveillance system. The data collection will be treated in collaboration with Prof. Cicero and Fogacci from the University of Bologna.



EHPM PROBIOTICS GUIDELINES

In the last quarter of 2022, the EHPM Probiotics Working Group finalised the **EHPM Probiotics Guidelines**, which is planned to be published in the course of 2023, together with a political paper.

The objective of this document is to ensure the quality and safety of probiotic-based supplements, by defining guidelines for a practical, reliable and safe use of probiotics in food supplements. It provides recommendations on what constitutes probiotic microorganisms: strain characterisation, safety, viability, manufacturing practices and labelling of food supplements containing probiotics. These Guidelines consist in recommendations for operators in the food supplement sector for the control of their formulations and manufacturing conditions of their products.



EHPM COUNTRY PROFILES (UPDATE)

Throughout 2022, the EHPM Secretariat has been gathering information and data from its Members in order to finalise the update of the **EHPM Country Profiles** of the 27 EU Member States, plus Norway, Switzerland and the United Kingdom. The new version of the Country Profiles is planned to be published in the course of 2023 for Members only.

Engagement with European Institutions

In 2022, EHPM consolidated the dialogue with the European Commission. A number of meetings and exchanges took place with officials from DG SANTE (Units A.1, E.2) and DG GROW (Unit E.4) who have also participated in the events organised by EHPM.

JANUARY

- EHPM co-signed an **EU Stakeholder Joint Letter to the European Commission** on its approach to the management of the **ethylene oxide** incident, together with AIBI, COCERAL, EU Specialty Food Ingredients, Food Drink Europe, Food Supplements Europe, and Unistock Europe.
- EHPM submitted its feedback to the French TRIS Notification 2021/680/F on cholecalciferol.

FEBRUARY

- EHPM joined the **Advisory Group on Sustainability of Food Systems of the European Commission**.

MARCH

- EHPM signed the **EU Code of Conduct on Responsible Food Business & Marketing Practices**.
- EHPM co-signed a **joint letter to the European Commission** on its proposal to restrict the use of **green tea catechins** in food, together with Food Drink Europe and Food Supplements Europe.

JUNE

- EHPM organised the High-Level Event **“Celebrating 20 years of the Food Supplements Directive”**, which was supported by MEPs Pascal Arimont, Simona Bonafè, Alessandra Moretti, Maria Spyrali in the European Parliament.



MEPs Arimont, Moretti and Bonafè opening the EHPM High-Level Event

JULY

- EHPM met with 4 Members of the European Parliament in Strasbourg.



Meeting with MEPs in Strasbourg

SEPTEMBER

- EHPP submitted to the European Commission its **statement** on the update of the Guidance document describing the food categories in Part E of Annex II to Regulation (EC) No 1333/2008 on **Food Additives**.
 - EHPP submitted its feedback to Swedish **TRIS notification** 2022/395/S on the proposed maximum levels of **vitamin D and iodine**.
-

OCTOBER

- EHPP shared with the European Commission the **three studies on hydroxyanthracene derivatives** conducted by FEI & SIFITLab and the University of Siena.
 - EHPP submitted its feedback to the Belgian **TRIS notification** 2022/532/B changing the **non-novel food status of certain botanicals**.
-

NOVEMBER

- EHPP submitted to the European Commission the **European market data on alpha lipoic acid food supplements** that were collected through the EHPP network.





Support of EHPM Members

EHPM supports its Members through its expertise and the valuable contributions from its network of experts from its National Associations and Companies. Here is a non-exhaustive list:

DATA COLLECTION SUPPORT

- EHPM supported BE-SUP in collecting, through the EHPM network, proof of significant use prior to 15 May 1997 of the 55 botanicals whose “*not-novel status*” has been questioned by the Belgian Authorities.
- EHPM shared with Integratori & Salute proof of significant use of *curcuma longa* and *curcuma spp* prior to 15 May 1997 that were collected through the EHPM network.

DISSEMINATION OF THE EHPM MODEL FOR MAXIMUM AND MINIMUM LEVELS FOR VITAMINS AND MINERALS

- EHPM supported its Belgian, Greek and Portuguese Members in presenting the EHPM Proposal to their respective National Authorities.

SUPPORT OF SESDI LEGAL CASE

In Greece, a syndicate of pharmacies appealed to the decision of the Greek Authorities of 2013 which allowed food supplements to be sold in sales points other than pharmacies. EHPM’s Greek Member SESDI collected evidence for the sector’s defence ahead of the oral hearings in order to submit a legal intervention against the case.

EHPM prepared an official statement to support SESDI and mobilised its Members. More than 8 National Associations shared with SESDI their own official statements. EHPM also coordinated joint efforts with other EU stakeholders in order to support SESDI.



Engagement with European & International Stakeholders

Over the course of 2022, EHPM strengthened strategic alliances with relevant European stakeholders. Most remarkably, in September 2022, EHPM joined **Food Drink Europe**, the biggest and most relevant food and drink association at EU level. EHPM is since then an active member of FDE's expert groups with the participation to the work of these groups of the EHPM Chair Antonino Santoro, EHPM Vice-Chairs Magdalini Selanikli and Martin Last, EHPM Director General Livia Menichetti, and EHPM Members Saskia Geurts (NPN) and Elodie Veyret (Synadiet).

EHPM continued throughout the year to align and cooperate on several dossiers with relevant stakeholders, i.e.: **COCERAL, EIHA, EU Specialty Food Ingredients, Fedima, Food Drink Europe, Food Supplements Europe, IPA International and IPA Europe, SAFE Food Advocacy Europe, Specialised Nutrition Europe.**



EHPM Working Groups' Main Achievements

EHPM has **3 Working groups (Botanicals, Regulatory & Quality, and Probiotics)**, made of experts from our Members. Within these groups, concrete proposals and guidelines are developed. The EHPM Board receives feedback from the discussions and provides input. To ensure EHPM covers current and potential issues affecting our Members, the Groups receive input from the Board and Members when establishing their agenda. All meetings were held online in 2022.

BOTANICALS WORKING GROUP

The **Botanicals Working Group (BWG)** provides technical support to the EHPM on the use of plants and other vegetative organisms (botanicals) in health products, including addressing regulatory issues of concern, reviewing and proposing improvements to industry practice. The BWG met online 4 times in 2022, under the chairmanship of **Mr Griffith** (IHTA), with **Ms Viner** (HFMA) as Vice-Chair. Meetings were attended by an average of 20 participants from Member Associations and Companies.

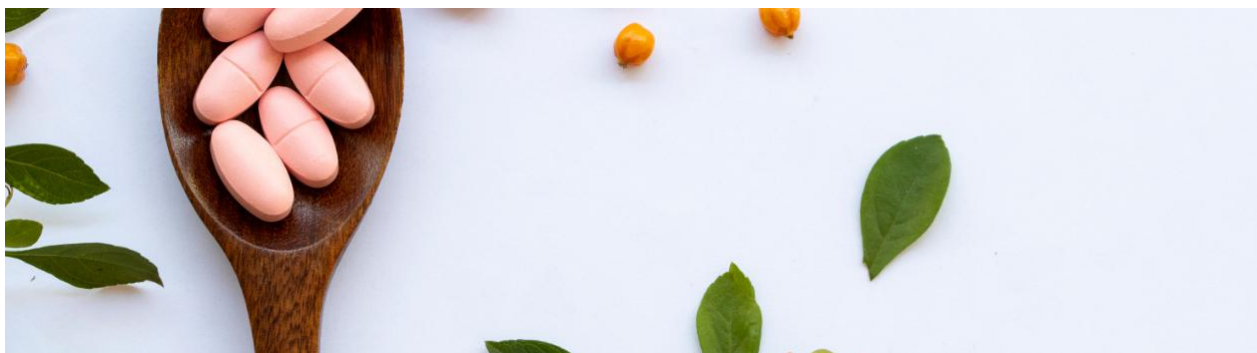


The work of the BWG in 2022 was focussed on health claims, quality and safety assurance, as well as regulatory issues:

- The **EHPM Proposal for a Graded Approach to Botanical Health Claims** was published in 2021, in preparation for the review of the Nutrition and Health Claims Regulation by the European Commission under the REFIT programme. The BWG continues to monitor the situation, but so far the Commission has not progressed this review and Member States continue to adopt a lenient approach to the use of “on-hold” health claims.
- The third edition of the **EHPM Quality Guide** was published in 2022. This includes a major upgrade of the botanicals section, with new information on production procedures and the control of substances of concern, as well as a questionnaire designed to help manage the flow of ingredients across the production and supply chain.



- The BWG engaged in a number of **safety initiatives** throughout 2022:
 - A **paper on the safety assessment and management of botanicals used as ingredients in food supplements** continues to be progressed. This paper is due to be finalised mid-2023.
 - Considerable attention continues to be given to **Art. 8 of Reg. (EC) 1925/2006 on the “addition of vitamins, minerals and certain other substances to food”**, applied to control the use of botanical ingredients used in food supplements (e.g. HADs, Red Yeast Rice, Alpha Lipoic Acid, etc.). The BWG coordinates the input of interested parties in defence of the botanicals in question and articulates the concerns of the EHPM about the assessment and risk management methodologies being used, as well as reflecting on the appropriateness of the legislation applied.
 - Arising out of the work on Art. 8 dossiers, a **sub-group** has been set up to review the significance of **matrix effects** when assessing the action of the complex botanical preparations used in food substances, including identifying methodologies for assessing these effects.
- The BWG continues to advise the EHPM Secretariat on specific regulatory issues that arise in relation to botanicals, such as the concerns about Ethylene Oxide, Titanium Dioxide and contamination with Pyrrolizidine Alkaloids or other environmental/agricultural contaminants.
- Finally, Members of the BWG are also contributing to the work being conducted by the recently created EHPM Task Force on Novel Foods and Vigilance Sub-Group.



REGULATORY & QUALITY WORKING GROUP

The **EHPM Regulatory & Quality Working Group**'s goal is to address the numerous regulatory and technical challenges facing the food supplement industry. The Working Group met 4 times in 2022 and is coordinated by the Chair **Mr Last** (HFMA) and Vice-Chair **Ms Viner** (HFMA). Meetings were attended by an average of 17 participants from Member Associations and Companies.



The main achievements in 2022 were:

- Following its publication in December 2021, the **EHPM Proposal for Maximum Levels for Vitamins and Minerals** was presented by EHPM Members to five Member States' National Authorities over the course of 2022, in cooperation with the EHPM Secretariat. Regular updates on data collection of other Substances augment the work on Maximum Permitted Levels as part of internal data to assist lobbying efforts.
- The updated **EHPM Quality Guide** was finalised in conjunction with the Botanicals Working Group, and a launch event is being planned for 2023.
- On **Novel Foods**: due to the increase in the number of substances under scrutiny, a Novel Foods Task Force was set up to review and agree appropriate reactions to the ongoing challenges.
- On **Additives**, particularly the review of those used in foods for infants and young children: progress has been slow at EU level, but the Working Group continues to monitor and lobby on this area.
- On **Article 8 procedure**: the list of substances under scrutiny grew in 2022 and much effort has been spent generating technical input to address this. The current dossiers monitored and lobbied upon are HADs, red yeast rice, alpha lipoic acid, Garcinia Cambogia, green tea catechins, berberine, sweet and bitter fennel, and hydroxycitric acid.
- Regarding the need for vigilance guidelines for food supplements, the Working Group has now established a **Vigilance Sub-Group** to look into this project based on the work already conducted by the Task Force on Red Yeast Rice. The first meetings of this Sub-Group were held in January 2023 with plans to finalise the guidelines by mid-2023.



For 2023, the Working Group plan is to focus on:

- Launch of the updated EHPM Quality Guide.
- Finalisation of the EHPM Vigilance Guidelines.
- Continued efforts to disseminate the Maximum Levels Proposal to more Member States' National Authorities.
- Continued monitoring of all regulatory issues.

PROBIOTICS WORKING GROUP

The Regulatory & Quality Working Group created the **Probiotics Working Group** in 2020, with the aim of drafting EHPM's guidelines on probiotics and addressing all regulatory challenges concerning probiotics-based supplements. The Group is chaired by **Mr Last** (HFMA) and vice-chaired by **Ms Vercammen** (BE-SUP).



In 2022, the Working Group met once in April to finalise the **EHPM Probiotics Guidelines**, which are now ready for publication. The meeting was attended by 22 participants from Member Associations and Companies.

The EHPM Secretariat is now focussing on finalising the **political statement** with the contribution of the Group's and Vice-Chair, which will then be presented to the rest of the Group for approval. The Probiotics Guidelines and the political statement are expected to be launched over the course of 2023. Special thanks go to Laura Jost from Lallemand Health Solutions for her active role in the redaction of the Guidelines.



Over the past years, there has been a **positive evolution across Europe regarding probiotics. An increasing number of Member States (Czech Republic, Denmark, France, Italy, Netherlands, Poland, Spain, etc.) now allow the use of the term “probiotics” as a category.**

In fact, the lack of a harmonised proportionate approach represents a huge obstacle to the full operation and development of the probiotics market. The difference of treatment between the Member States creates barriers to trade within the internal market and unfair competition for food supplements operators, as well as an unequal treatment between European consumers in different countries.

As EHPM, we welcome the Member States' initiatives to allow the use of the term “probiotics” as a category and we hope that our guidelines will contribute to this positive trend.



EHPM Task Forces' Main Achievements

EHPM has **5 ad hoc Task Forces (Red Yeast Rice, Novel Food, Ethylene Oxide, HADs and Alpha Lipoic Acid)**, which are called upon need via videoconference. They report back to the Board and Working Groups with the outcome of the discussions, updates and any further actions to be reviewed.

TASK FORCE ON MONACOLINS FROM RED YEAST RICE (RYR)

The **EHPM Task Force on Red Yeast Rice** has been established back in 2020, in order to address the issues raised by the launch of the Article 8 procedure to supplements containing red yeast rice. The Members of the Task Force met twice in 2022 with the objective to propose and develop initiatives to defend red yeast rice on the market.

The efforts of the Task Force, together with the lobbying strategy developed by the EHPM Secretariat, contributed to avoiding a complete ban of monacolins from red yeast rice in food supplements. Following the publication on 2 June 2022 of Regulation (EU) 2022/860 restricting the use of monacolins from red yeast rice in foodstuffs at a dosage below 3 mg/day, the work of the Task Force was focussed on the data collection to support the safety of food supplements containing red yeast rice in the context of the 24-month scrutiny period.

The meetings coordinated by **EHPM Chair Antonino Santoro** were attended by an average of 30 participants from EHPM direct and indirect Members. Special thanks go to **Andrea Zanardi**, Council Member of Integratori & Salute, for his strong commitment to the work of the Task Force.



The document **“Companies’ Alliance for a Vigilance System for Food Supplements containing Red Yeast Rice”** was finalised by the EHPM Task Force at the end of 2022. This is a pilot project that proposes the implementation of a vigilance system to be applied to food supplements containing red yeast rice. The objective of this proposed alliance is to collect adverse event data, if any, on products containing red yeast rice, in the context of the scrutiny period foreseen by the above-mentioned Regulation.

12 companies, from Belgium, Italy and the Netherlands, agreed to be an active part of the alliance and the data collection. All information related to the reported adverse events and the units of products distributed shall be treated confidentially by academic experts from the University of Bologna. A final independent report will ultimately be issued by these experts and will be submitted to EFSA before the end of the scrutiny period, in order to show that food supplements containing red yeast rice are safe and the adverse events possibly linked with red yeast rice supplements intake is extremely low.

Post-market surveillance is an important aspect of the safety of food supplements and is already mandatory in some Member States. EHPM constituted a Sub-Group on Vigilance at the end of 2022 that is now working on **Vigilance Guidelines for food supplements**. The objective is to proactively propose a model of vigilance to be applied on a voluntary basis by food business operators to their products. The Sub-Group met in January 2023 with the aim of finalising the guidelines by mid-2023, based on the work that has already been done at the Task Force level.



TASK FORCE ON NOVEL FOOD

In light of the increasing number of novel food issues, a dedicated **Task Force on Novel Foods** was set up in September 2022, with the aim of addressing the industry-related novel food issues and their impact, as well as developing creative and practical solutions. Chaired by **Ms Selanikli** (SESDI) and vice-chaired by **Ms Vercammen** (BE-SUP), the Task Force has already met twice, with an average of 22 participants from Member Associations and Companies.



In the past year, the industry has been confronted with an increasing number of alarming developments concerning the classification of foods, in particular food supplements, which were not previously considered as novel foods. These practices are mainly happening at the national level. However, they have an impact on the lawful circulation of products across the EU, such as changes of classification on the European Commission Novel Food Catalogue. Although this registry is not legally binding, it has an impact on the perception and classification of foodstuffs at a national level.

The Task Force has identified the following **major problems** related to the application of the Novel Food Regulation (Reg. (EU) 2015/2283):

- Creation of legal uncertainty and interpretation issues on what constitutes a novel food;
- Misuse of the spirit of the Novel Food Regulation by certain National Authorities and FBOs;
- Problems regarding the type of evidence acceptable and required to support the non-Novel Food status of the food/food supplement;
- National lists of plants are being challenged by Member States, as solid evidence of tradition of use and therefore of “not-novel” status of plants and plant extracts;
- The Novel Food Regulation cut-off date, i.e. 15 May 1997, predates the publication of the Food Supplements Directive, rendering difficult to obtain proof of history of use.

For our Members, novel food issues have therefore become one of the biggest current threats to the dietary supplement industry!



Task Force Objectives:

- To address specific problems about the application of the Novel Food Regulation, such as the cut-off date of 15 May 1997;
- To draft a position paper on novel food classification on the basis of the Reg. (EU) 2015/2283, national practices and industry expertise;
- To provide valuable guidance and address interpretation issues on existing novel food classification problems such as the case of the list of 39 plants and plant parts (Belgian decree);
- To create a database of bibliographies for “risk ingredients”, which could support the substantiation of the “non-novel” food status of those ingredients;
- To provide our Members with tools, based on existing EU regulations, to continue benefiting from the free movement of safe and healthy foods in the internal market.

EHPM will organise a **Brainstorming session on novel foods** for the Task Force Members in Brussels on 23 February 2023, in order to sit around the table and discuss creative solutions.

TASK FORCE ON ETHYLENE OXIDE (ETO)

The **EtO Task Force** was constituted in 2021, with the objective of addressing the EtO contamination issues in the food supplement sector and of elaborating next steps. In 2022, the Members of the Task Force met once in March to make the point on the situation; 23 representatives from EHPM Members participated in the meeting. No additional meetings have been called since then, given that there was no relevant update to share with the Members.

TASK FORCE ON HYDROXYANTHRACENE DERIVATIVES (HADS)

The Members of the **Task Force on HADs** did not meet in 2022. However, EHPM contributed financially to the **studies on HADs** commissioned by the *Federazione Erboristi Italiani* (FEI) and performed by the *Società Italiana di Fitoterapia* (SIFITLab) and the University of Siena. The study was submitted to EFSA in the context of the scrutiny period foreseen by *Commission Regulation (EU) 2021/468 of 18 March 2021 amending Annex III to Regulation (EC) No 1925/2006 of the European Parliament and of the Council as regards botanical species containing hydroxyanthracene derivatives*. The study was well received by EFSA and the Commission. EFSA will now take the submitted evidence in due consideration during the risk assessment phase.

Moreover, back in 2021, four legal actions have been submitted by two consortia and other companies. EHPM supported as an interested party the consortium led by Synadiet and BE-SUP. Over the course of 2022, we continued to monitor the state of play of the court cases submitted.

TASK FORCE ON ALPHA LIPOIC ACID (ALA)

The Members of the **Task Force on Alpha Lipoic Acid** did not meet in 2022. The European Commission is currently reflecting internally over the regulatory proposal on Alpha Lipoic Acid, after the publication of the EFSA 2021 opinion regarding the link between ALA intake and the development of the Insulin Autoimmune Syndrome.

In this context, the Commission contacted EHPM in November 2022 to request data/information about the economic dimension and market of ALA-containing food supplements. The Secretariat gathered data from its Member Associations and Companies over a couple of weeks and submitted them to the Commission.





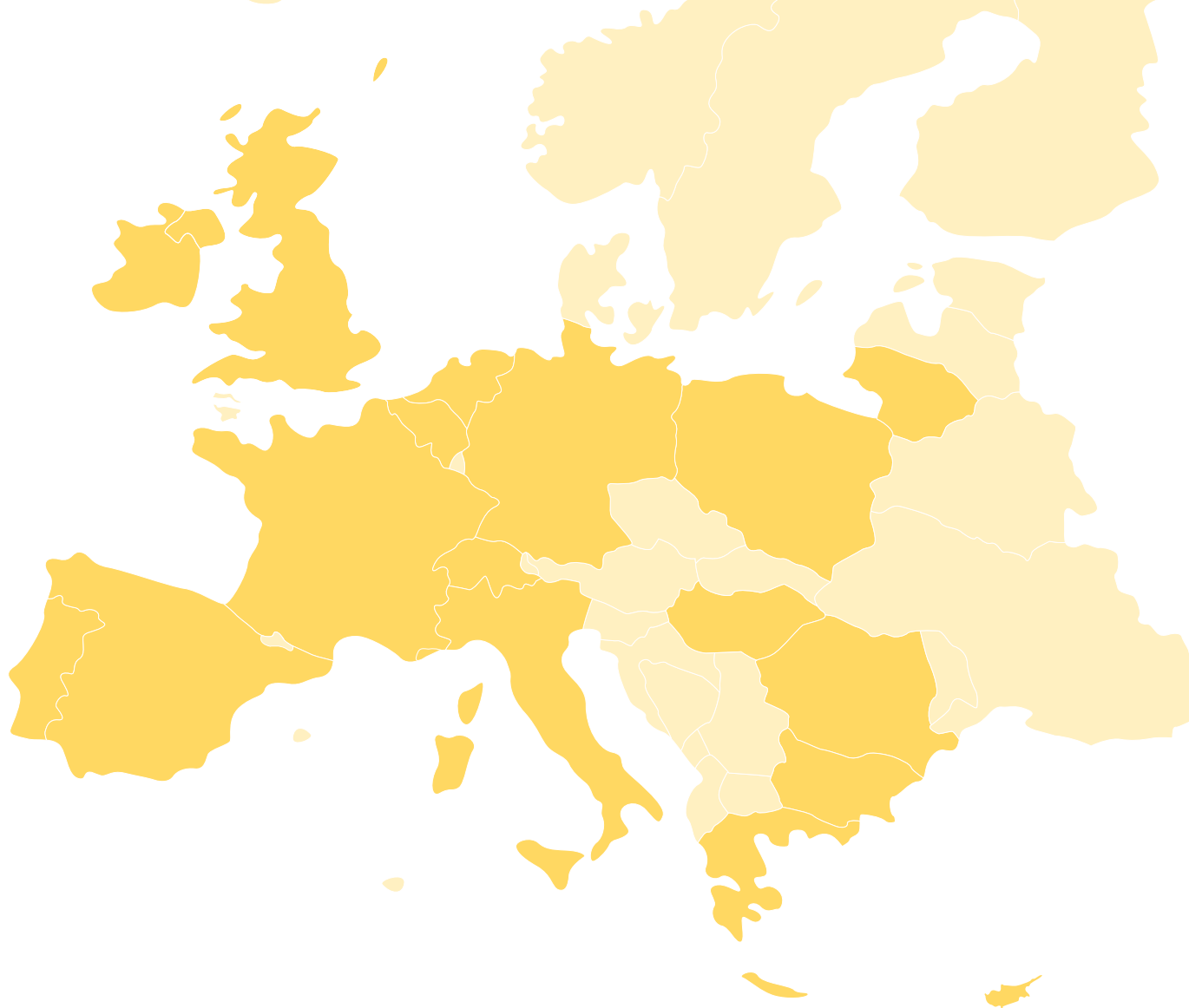
Our Members

EHPM incorporates 14 National Member Associations and, since 2018, has also integrated 11 companies as direct Members. Through its membership, EHPM represents, unites, inspires and supports approximately 1,600 health product manufacturers, distributors and suppliers in 17 European countries.

Throughout 2022, we received numerous requests for information and expressions of interest for membership from national associations and companies. In the past couple of years, our Member family has significantly grown, and 2022 was no exception to this trend. In fact, we are proud to have welcomed two new Member companies:

Uriach and **Lifeplus**.

Moreover, at the beginning of 2022, one of our founding Member Associations, FederSalus, merged with another Italian Association (Integratori Italia) in order to form a new Association called Integratori & Salute, as part of Unione Italiana Food. We are glad to have welcomed the newly-created Integratori & Salute within the EHPM membership.



MEMBER ASSOCIATIONS



MEMBER COMPANIES



Together, we are stronger and we look forward to continuing our great collaboration in 2023!

EHPM's Collaborations

COLLABORATION WITH SPECIALISED ADVISORS



Ms P. Viner

EHPM has had a long-term collaboration with **Ms Viner** (President of HFMA), who provides valuable technical advice to the Secretariat. In addition to her dedication and work within the EHPM Working Groups and her active role in the update of the Quality Guide, Ms Viner prepares the content of the quarterly EHPM International Regulatory Supplements, which offer to our Members a complete overview of the main regulatory developments concerning the food supplement sector worldwide.



Foodie Communications

Dr Troy from Foodie Communications is a former staff Member of the EHPM Secretariat and has continued collaborating with the EHPM Secretariat over the past few years. She is responsible for the compilation of the EHPM Weekly Snapshots, which provide Members with an exhaustive and timely overview on scientific articles published in specialised magazines.



Food Law Consult

Over the course of 2022, EHPM continued its partnership with **Joris Geelen from Food Law Consult**, who provided technical and legal assistance to the Secretariat on various regulatory topics and questions



Rank Nutrition Ltd

Since 2021, EHPM has collaborated with **Dr Sadler of Rank Nutrition Ltd**, an independent scientific and regulatory expert in Nutrition and Biochemistry. Thanks to her precious contribution, the new version of the EHPM Proposal for Maximum and Minimum Levels for Vitamins and Minerals was finalised and published at the end of December 2021, and then officially launched in early 2022. Dr Sadler provided an online training for EHPM Members on the Proposal and its dissemination tool kit on 21 March 2022 and has provided assistance to our Members when presenting the Proposal to their respective National Authorities.



COLLABORATION WITH ACADEMIC EXPERTS

Throughout 2022, EHPM has strengthened its relations with academic experts and enlarged its network of specialised doctors and professors. **Professor Biagi** from the **University of Siena** provided technical and scientific assistance to the Secretariat on various dossiers, including HADs, red yeast rice and ethylene oxide. Besides, EHPM signed an agreement with the **University of Bologna** regarding the data collection for red yeast rice in the context of the scrutiny period foreseen by Regulation (EU) 2022/860 on monacolins from red yeast rice. For this pilot project, **Prof. Cicero and Fogacci** will assess the data received and produce a final report.



COMMUNICATION COLLABORATIONS



Nashi Creative Studio

Over the course of 2022, EHPM continued its partnership with **Nashi**, a graphic design company who has been helping EHPM establish a captivating and coherent branding. Thanks to Nashi, several publications have been finalised in 2022: *Annual Report 2021*, *Impact Assessment on the 20 years of the Food Supplements Directive*, *Quality Guide and Probiotics Guidelines*. Our graphic designer continues working on future publications in 2023, including the present 2022 Annual Report.



The Parliament Magazine / Dods

On 14 June 2022, EHPM organised its High-Level Event celebrating the 20th anniversary of the Food Supplements Directive, in collaboration with the **Parliament Magazine / Dods**. Their team provided assistance to the Secretariat regarding the overall organisation of the event, in particular the venue, catering, media coverage, etc.



EURACTIV

EHPM is a member of **EURACTIV**, who contributes to increasing the visibility of EHPM activities and events in EU media, through press releases, banner campaigns, and articles, as part of the membership agreement. Besides, Amalie Mersh, a EURACTIV journalist, moderated our High-Level Event in the EU Parliament.

OTHER COLLABORATIONS



Fiscal Note / EU Issue Tracker

EHPM continued its membership/subscription with **Fiscal Note / EU Issue Tracker**, who monitors EU policy changes with analysis from regulatory experts in Brussels. This partnership allows the EHPM team to have an additional monitoring tool and provide our Members with the most recent and comprehensive information on EU policies.



Excellium Solution

EHPM partners with **Excellium Solution – Accounting & Management** in order to support the Director General with the accounting, the budget and other administrative tasks regarding the association.

2022 Communications Review

Throughout 2022, EHPM undertook a range of communications activities, including email updates sent to our Members, active presence on social media and strengthened connections with the press. The major novelty of the year is that the EHPM communication strategy is now managed 100% in-house. In fact, since the beginning of 2022, social media communications have been coordinated by the Secretariat, through its Communications Officer who joined the team mid-2021. In addition to this, the design of the EHPM publications is now created by our graphic designer from Nashi.



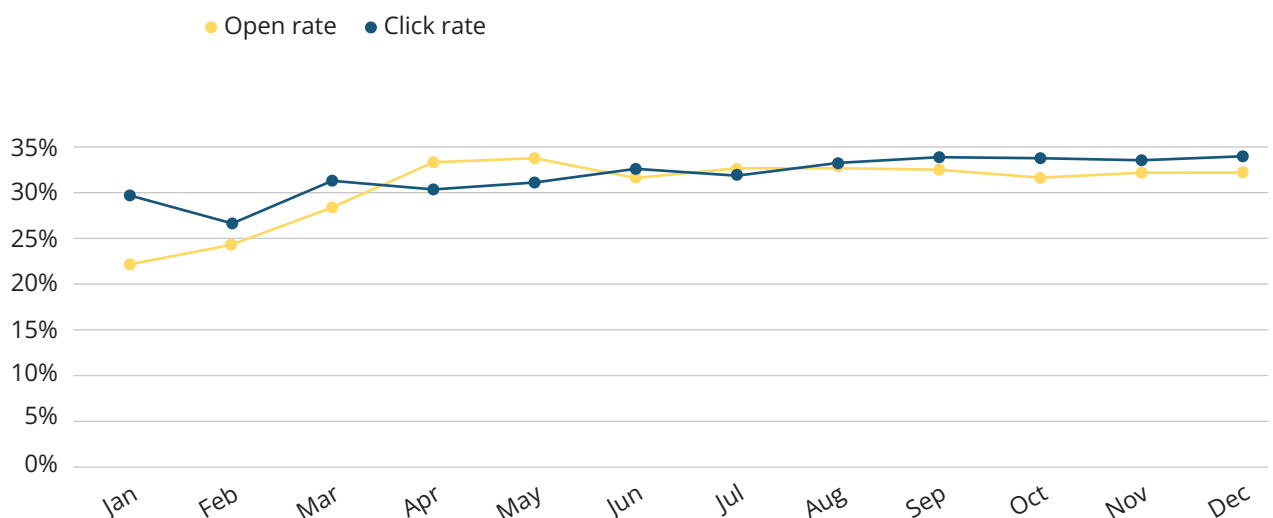
EMAIL UPDATES

Over the course of 2022, we provided our Members with **74 updates** through our various newsletters, with average open and click rates of 31%:

- **48 snapshots** (compared to 47 in 2021), a weekly newsletter summarising the most important scientific articles published in peer-reviewed journals;
- **19 policy updates** (compared to 16 in 2021), a newsletter containing updates on regulatory issues and discussions at EU level relevant to the food supplement industry;
- **4 international regulatory supplements**, a quarterly newsletter on international regulatory updates outside Europe.

Moreover, we have also sent **more than 50 urgent email updates** on national and EU-wide regulatory issues relevant to the dietary supplement industry.

The following graph shows the engagement achieved through our newsletters, with a constant click and open rate of 31% in 2022.



SOCIAL MEDIA REVIEW

Since the beginning of 2022, EHPM has been implementing its social media strategy in-house. Our overall objective is to increase EHPM's presence and reach a wider audience on Twitter and LinkedIn. This communication strategy allowed us to grow awareness of EHPM's activities and events, but also to create opportunities in attracting new members, as we received several requests of information from companies interested in the EHPM membership.



LinkedIn

In 2022, we considerably increased EHPM's presence on LinkedIn by regularly sharing contents about our activities and the industry, compared to an average of one post per month in 2021. As a result, EHPM's LinkedIn page showed significant follower growth. It received 523 new followers (452 in 2021) and 2.070 page views, reaching the milestone of 1.500 followers at the end of 2022. The total number of followers as of the 1st of January 2023 was 1538. The 56 posts published in 2022 earned around 48K impressions and generated approximately 5.000 clicks and 1.200 reactions.

The highest performance peak was in June thanks to the social media coverage of the EHPM High-Level Event in the European Parliament. We also performed well around February and March, on the occasion of the EHPM General Assembly and the Workshop on the EHPM Maximum Levels Proposal, as well as in September which coincides with the start of EHPM membership in Food Drink Europe.

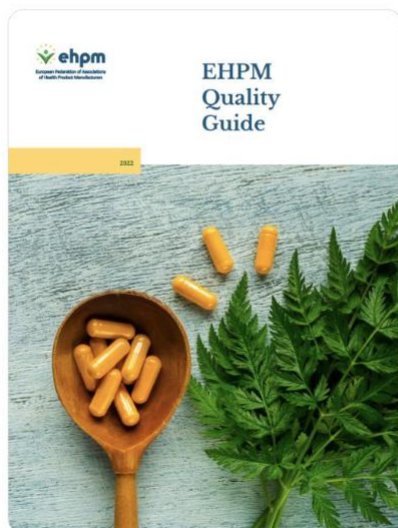
In view of these statistics, LinkedIn remains EHPM's strongest channel!



 **EHPM** @EHPM1975 · Oct 20, 2022
The 3rd edition of the EHPM Quality Guide is out!

With this Guide, we aim to ensure the production of safe & high-quality [#foodsupplements](#) and guarantee the safety and satisfaction of the growing number of EU citizens who take supplements every day.

ehpm.org/ehpm-standards/



  3  4  



 **EHPM** @EHPM1975 · Jun 22, 2022
DG Livia Menichetti participated in the opening session of [@EFSA_EU](#) [#OneEU2022](#) Conference yesterday. An inspirational afternoon with great contributions.
EHPM is looking forward to further collaboration for a science-based, healthier and sustainable Europe. [#OneHealth](#)



Stella Kyriakides

   6  

 **EHPM** @EHPM1975 · Mar 10, 2022
Did you know that more and more consumers are choosing [#foodsupplements](#) to support their diet and optimise their health?

With our proposal on safe maximum levels for [#vitamins](#) & [#minerals](#), we aim to ensure informed choice to all  consumers. Read more 



ehpm.org

EHPM Proposal for Maximum and Minimum Levels for Vitamins and Mi...

EHPM proposal for maximum and minimum levels for vitamins and minerals: food supplements for adults and children sold in Europe



Twitter

EHPM's performance on Twitter remained constant in 2022 with 40 new followers and more than 15K profile visits. Around 100 tweets were shared, reaching more than 11K impressions and EHPM itself was mentioned in 34 tweets.

The highest performance peak was in June with the coverage of the EHPM High-Level Event in the European Parliament. Other peaks can be observed in February, March and September for the same reasons mentioned above (see LinkedIn section).



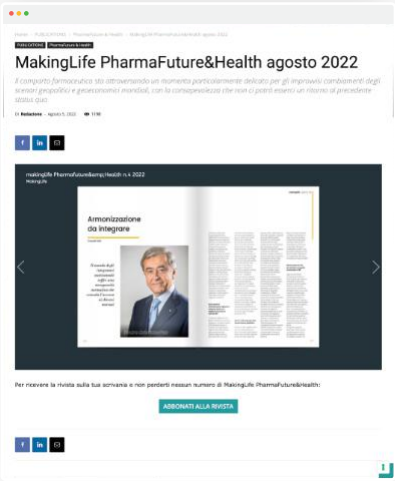
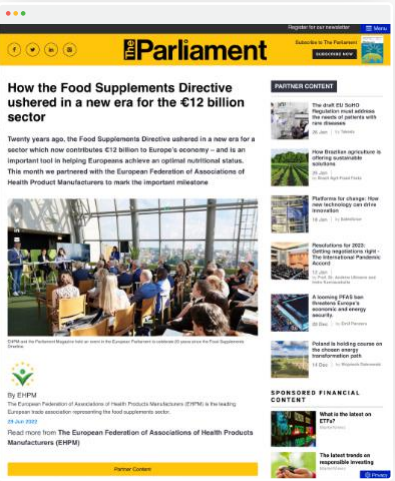
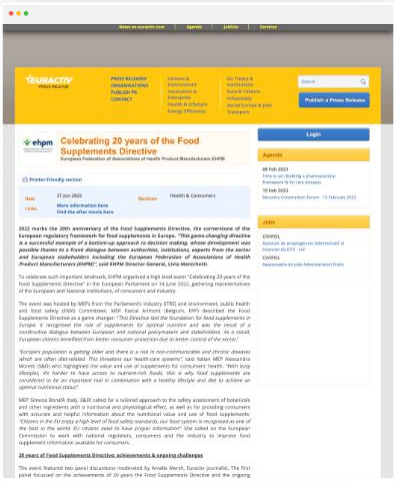
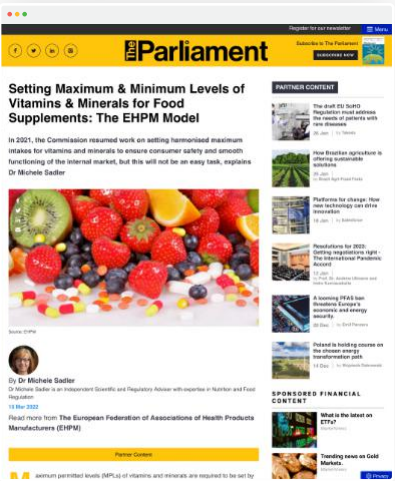
STRENGTHENED CONNECTIONS WITH THE PRESS

As part of EHPM's communications strategy, we continued engaging with the press in 2022 and secured key pieces of coverage.

As 2022 marked the 20th Anniversary of the Food Supplements Directive, we organised a successful High-Level Event "Celebrating 20 years of the Food Supplements Directive" in the European Parliament on 14 June, in collaboration with **DODs / the Parliament Magazine**. This partnership allowed us to ensure the media coverage of the event: creation of the event webpage, advertising of the event on social media, publication of two articles (including one printed in the Parliament Magazine) and a follow-up movie with interviews from the panellists. Moreover, earlier this year, we promoted the EHPM Proposal for Maximum and Minimum Levels for Vitamins and Minerals with an online article in the Parliament Magazine.

In addition to this, we have been partnering with **EURACTIV** for a few years, which enabled us to increase the visibility of EHPM activities, events and other initiatives in EU media, through press releases, banner campaigns and articles. In particular, we published an article on the first EC opinion on the Mutual Recognition principle regarding food supplements, which was a success story for the free movement in the EU Food Supplement market. Besides, we advertised about the EHPM High-Level Event in the European Parliament to celebrate the 20th Anniversary of the Food Supplements Directive through the EURACTIV channel, as well as publishing a follow-up article.

Finally, EHPM Director General Livia Menichetti also released an interview for a specialised magazine **Nutrienti and Supplementi** on the above-mentioned EHPM Proposal on Maximum Levels. Later on this year, EHPM Chair Antonino Santoro outlined the EHPM proactive approach to address the ongoing regulatory challenges for the food supplement sector, 20 years after the adoption of the Food Supplements Directive, in an interview published in the specialised magazine **MakingLife**.



EHPM Priorities for 2023

EHPM's overall objective is to influence the perception that European and National Institutions have of the food supplement sector. To this end, it is key to highlight that:

- **Food supplements play an important role in the betterment of citizens' life and in reaching their optimal nutrition:**
 - Overwhelming evidence now supports the beneficial effects of food supplements on health, and within a regular diet, the intake of food supplements contributes to keeping people healthy and containing healthcare costs.
- **Food supplements are safe and follow high-quality standards:**
 - Dissemination and promotion of the EHPM Quality Guide.
- **Food supplements bear truthful and complete information for consumers.**
 - Dissemination of the *EHPM Graded Approach for Botanicals Health Claims*.

EHPM reaffirms its commitment to enhance the reputation of the food supplement sector and to positively influence the European decision-making process and the Member States' approach towards the sector by proactively and pre-emptively contributing to the betterment of the regulatory framework with pragmatic and legally fit proposals. To reach these objectives, EHPM adopted a holistic 2023 Public Affairs strategy consisting of **three pillars**.



ACTIONS

To strengthen its proactive and pre-emptive approach to solving both longstanding and new regulatory issues, EHPM intends to work on the following dossiers:

Maximum & Minimum Levels of Vitamins & Minerals:

- Continue disseminating the EHPM Model to National Authorities;
- Contribute to the consultations that the European Commission will launch;
- Actively take part in the negotiations on the maximum levels.

Novel Food:

- Address the regulatory challenges from misuse of the Novel Food Regulation by certain Member States and FBOs;
- Develop an innovative strategy to address the main issues FBOs are facing (the cut-off date, the type of evidence required, etc.);
- Provide the tools for associations and companies, on the basis of existing EU regulations, to continue benefiting from the free movement of safe and wholesome foods in the internal market.

Art. 8 of Reg. 1925/2006:

- Continue to address the Art.8 Reg.1925/2006 challenge from the regulatory, procedural, legal, and scientific perspectives;
- Implementation of the EHPM Alliance for a Vigilance System for Food Supplements containing Red Yeast Rice, in order to collect data to support the safety of supplements containing red yeast rice during the scrutiny period.

Developing Food Supplements Vigilance Guidelines:

- Address the challenges of quality and safety, EHPM will prepare guidelines to encourage companies to monitor the post-market circulation of products.

EHPM Conference on Quality & Safety of food supplements from Farm to Fork:

- Present and explain the use of the updated EHPM Quality Guide;
- Strengthen the dialogue with European Institutions on regulating quality & safety on food supplements;
- Encourage the industry to implement the EHPM Quality Guide.

Botanicals:

- Continue the work on suggesting an alternative safety assessment methodology for botanicals, asking for more constructive dialogue with EFSA and the European Commission;
- Continue disseminating the EHPM Proposal for a Graded Approach to Botanicals Health Claims;
- Develop the Botanicals Safety Paper.

Probiotics:

- Publication of the EHPM Guidelines on Probiotics;
- Finalisation of the political statement on Probiotics;
- Recognition and adoption of the use of the term as a category descriptor for food supplements across Europe.

Mutual Recognition:

- Continue monitoring the implementation of the Mutual Recognition Regulation and provide concrete assistance to Members in accessing and using the SOLVIT mechanism.

2



NETWORK

To make sure that EHPM's message and efforts reach the relevant policy-makers, as well as consumers and the industry, EHPM intends to:

- Consolidate the relations with the European Commission's DG SANTE Units A.1 & E.2, DG GROW, SOLVIT and EFSA;
- Consolidate the relations with our network of MEPs;
- Consolidate relations with consumers' associations and other relevant stakeholders;
- Build our influence in Food Drink Europe by actively participating in their Working Groups;
- Consolidate the network of representatives of academia who can support EHPM;
- Explore the possibility of applying for a European project.

3




STRUCTURE

To acquire the necessary resources to reach our full potential in supporting our Members with activities and services, EHPM intends to:

- Enlarge the EHPM membership to strengthen the geographical representation of the association;
- Support EHPM Members to reach their full potential;
- Consolidate the in-house capabilities of the EHPM Secretariat.





Thank you all for making this year a success! Stay tuned for more initiatives in 2023



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